AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1-38.   (Cancelled)

39.   (Currently amended) A computer-implemented method for providing information from a seller about an on-line group buying sale to a website for referring potential buyers to the on-line group buying sale, the method comprising:

receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network;

receiving sales data from each of the plurality of sellers that provides ~~the~~ each seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility;

storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data;

receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale~~, wherein an instruction of the instructions for selecting comprises a selection of a category, from a hierarchy of categories, of goods/services to be sold in an on-line group buying sale~~;

receiving from the referring website a request for information <u>comprising a tag associated with the referring website</u>;

responsive to the request for information<u>, the tag,</u> and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

generating a display associated with the selected on-line group buying sale;

generating a link to the display; and

providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated

with the selected on-line group buying sale and participate in the selected on-line group buying sale.

40.   (Previously presented) The method of claim 39 wherein the request for information from the referring website contains a sales criterion, and selecting for the referring website an on-line group buying sale is performed responsive to the sales criterion.

41.   (Previously presented) The method of claim 40 wherein the sales criterion comprises at least one of: a timing criterion, a price criterion, a keyword criterion, and an item criterion.

42.   (Previously presented) The method of claim 39 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

43.   (Previously presented) The method of claim 39 further comprising receiving instructions for displaying an on-line group buying sale from the referring website, and wherein generating a display is performed responsive to the instructions for displaying.

44.   (Previously presented) The method of claim 43 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

45.   (Previously presented) The method of claim 39 wherein the display comprises a link back to the referring website.

46.   (Cancelled)

47.   (Currently amended) A computer program product for providing an on-line group buying sale to a referring website, the computer program product comprising a computer-readable medium encoded with computer program code for, when employed as a computer component:

receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network;

receiving sales data from each of the plurality of sellers that provides the seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility;

storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data;

receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale, wherein an instruction of the instructions for selecting comprises a selection of a category, from a hierarchy of categories, of goods/services to be sold in an on-line group buying sale;

receiving from the referring website a request for information comprising a tag associated with the referring website;

responsive to the request for information, the tag, and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

generating a display associated with the selected on-line group buying sale;

generating a link to the display; and

providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

48.   (Previously presented) The computer program product of claim 47 wherein the request for information from the referring website contains a sales criterion, and wherein the code for selecting for the referring website comprises code for selecting responsive to the sales criterion.

49.   (Currently amended) The computer program product of claim 48 wherein the sales criterion comprises ~~one of:~~ a timing criterion~~, a price criterion, and an item criterion~~.

50.   (Previously presented) The computer program product of claim 47 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

51.   (Previously presented) The computer product of claim 47 further comprising code for receiving instructions for displaying an on-line group buying sale from the referring website, and wherein the code for generating comprises code for generating a display responsive to the instructions for displaying.

52.   (Currently amended) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in ~~one of:~~ a carousel scheme~~, a random scheme, and a shuffle scheme~~.

53.   (Previously presented) The computer product of claim 47 wherein the display comprises a link back to the referring website.

54.   (Cancelled)

55.   (New) The computer program product of claim 48 wherein the sales criterion comprises a price criterion.

56.   (New) The computer program product of claim 48 wherein the sales criterion comprises an item criterion.

57.   (New) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in a random scheme.

58.   (New) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in a shuffle scheme.